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The Fourth Estate

Vol. 2 No. 2 Dec. 17, 1976 Department of Journalism Western Kentucky University



Will become effective Jan. 1

Journalism department formed

The mass communications department has been divided to form a Department of Journalism and part of the Department of Communication and Theatre.

The Board of Regents approved the reorganization of the departments at its Oct. 30 meeting. It will become effective Jan. 1, 1977.

"For the journalism major clearly this is good news," David B. Whitaker, the head of the new journalism department, said. "I think this will tend to upgrade the program."

The change reflects the shift to a professional journalism program," Whitaker said. "It is just making official what we already had."

The major or sequences of journalism, photojournalism, journalism education, advertising and public relations will be grouped in the

journalism department.

Mass communications, broadcasting and cinema will be added to the former speech and theatre department in the new communication and theatre department. Dr. Randall Capps will continue as head of the new department.

The change is also part of the effort to obtain professional accreditation by the American Council of Education for Journalism.

"It's the difference between a rifle approach and a shotgun approach," Whitaker said of the journalism program. The major requires exactly 33 hours, with 27 hours in specific courses.

"This is why we are giving students a minimum of flexibility in curriculum," Whitaker said.

According to Whitaker, the departmental change "won't represent any change in curriculum for the student." Degree requirements will remain as they were approved last spring for journalism majors. Other majors also will remain the same.

"The change will put some pressure on students to make up their minds a little earlier," Whitaker said. He said it possibly could hurt students who remain undecided beyond their sophomore year.

Whitaker said he doesn't anticipate any more changes in departmental curriculum. "We're going to try to quit fooling around with it," he said.

"Now the No. one objective of the journalism program as it applies to the news-editorial sequence is to turn out professionals," Whitaker said.

PRSSA sweeps honors at national convention

The Western chapter of the Public Relations Student Society of America (PRSSA) brought home triple honors from its national convention in Dayton, Ohio this fall.

The local chapter won "The Best in the Nation" award for community service, received a bid for the 1977 spring district caucus and elected a local member to a national office.

The national award was presented to Western for efforts made by the PRSSA chapter, in cooperation with broadcast and advertising students, last spring. Students implemented a campaign that was used this fall by the United Givers Fund.

The United Givers Fund is a non-profit organization that aids health, welfare and character-building agencies such as the 12 agencies in the Bowling Green-Warren County area.

Students planned the campaign that was used by the local media in order to focus attention on the fund. This campaign was spearheaded by Megan Thomas and Brian Collins, PRSSA chapter president. The two wrote the presentation that was used in the campaign and collected needed materials.

Commenting on the award, chapter adviser Robert Blann

(Continued on page 8)



Reviewing the advertising campaign they helped develop for UGF last spring are

Cassandra Henry (seated), Ken Mosley (left), Rick Noffsinger, Teresa Riggles and Sandy Parker.

SDX chapter named one of...

Top Ten

The Western Kentucky University chapter of The Society of Professional Journalists—Sigma Delta Chi (SPJ-SDX) has been named one of the top 10 campus chapters in the nation.

The WKU chapter received the award and a special certificate during the society's national convention in Los Angeles, Calif.

Prof. James L. Highland, WKU journalism professor and campus chapter adviser, said he was pleased with the recognition afforded Western's

journalism students and program, "especially in light of the fact that the local organization has been in existence a little more than three years."

Highland and five journalism and broadcast news students were in Los Angeles to accept the award presented by Robert McCord, executive editor of the Little Rock, Ark., Gazette and national SPJ-SDX president.

The award was based on campus chapter activities during the past year. Western's

chapter had what national officials termed an "outstanding speaker's program as well as outstanding relationships with media professionals in the field."

In addition, Western last year sponsored a major seminar on access to government information vs. individual rights to privacy. The seminar was sponsored in cooperation with the Louisville Courier-Journal and Times and the Kentucky Press Association.

(Continued on page 8)

Media pros speak to SDX

Ryan caught in ratings 'war'

There is a "war" raging in Nashville, but no one will ever hear the sound of guns, rockets or marching armies. The "war" involves ratings and one of the commanding generals is Bill Ryan, public affairs and news director at WNGE-TV in Nashville.

Speaking at a luncheon meeting, Ryan stressed the importance of ratings.

"Ratings are important to us," Ryan said. "As a matter of fact, it's a life and death situation."

When he came to Nashville Ryan said the other two stations were rated No. one and two. "There was no No. three. We were No. seven," he said.

Since that time, with the help of a research analysis company, Ryan said he has made changes to improve the news program.

"A lot of the ideas for improvement are mine. I came here with a hodge-podge of ideas from six other stations I had worked at," he said. "I had to make the changes I thought would work."

"But," Ryan cautioned, "broadcasting is a business, and you have to consider if the changes you make will make money for the station."

One of the first things Ryan said he did when he came to Channel 2 was to view a tape of one of the newscasts. "I couldn't believe how bad it was," he said.

In describing the set used for the newscast, Ryan said, "It looked like the project of a kindergarten class."

The new set, which was designed by Ryan, has a color scheme of red, white and blue.

Ryan, who also serves as co-anchorman for the news, said he thought having two people do the news offers the viewer a choice.

"If the viewer doesn't like one guy for some reason, he may watch the news to see the other person," he said.

"The attention span of the average viewer is about 40 seconds," Ryan said. "Having a co-anchorman helps keep the viewer's attention with a fresher, faster pace."

To add credibility and strong reporter identification, Ryan said he has assigned a "modified beat" to each reporter.

The reporter must gather and report the news from his beat each day. "This makes the reporter something of an expert with his reports," he said.

Ryan said, program scheduling before and after the newscast has an effect on how many people will watch the news.

For that reason, Ryan said, programs that would appeal to the 18 to 35 age group were put on just before and after the newscast.

"We're trying to go after the young viewers, the ones turned off by Watergate," he said.

According to Ryan, breaking up hard news with features is an important aspect to be considered when making a change in the news program. "It should be entertainment, not just news," he said.

Hawpe reports on Appalachia

David B. Hawpe, editorial writer for the Louisville Courier-Journal, is concerned about the image the media project of Appalachian people. He claims the media disregard qualities found in the Appalachian people.

Hawpe introduced the Appalachian region as something very close to his heart in a talk to members of the Society of Professional Journalists—Sigma Delta Chi at the Downing University Center, No. 3. Hawpe was part of the SDX lecture series.

Born in Pikeville in the heart of the mountains, Hawpe lived in Hazard for several years before going to Louisville as a "roving reporter."

He later went to Harvard University and taught a course on Appalachia. Comparing Harvard to Appalachia, Hawpe said, "Downtown Hazard is quite a bit different from Harvard Square."

Hawpe cited an incident about a book controversy as an illustration of his charges that media portray the Appalachian people in a unfavorable image.

The controversy came about when parents protested what they termed "immoral and vulgar" contents in textbooks used by their children in school.

As a result of the protest, violence broke out and several people were arrested and jailed. Hawpe said national reporters covering the story criticized the Appalachian people's appearance and mode of speech.

Hawpe listed three characteristics of the mountain people that make them unique.

The first characteristic is a highly developed sense of place. Hawpe said the land has great meaning to the people. "A mother will often lay her newborn child on the ground in order for it to have physical contact with the land," he said.

The second characteristic is a feeling of close family ties. The people have an emotional dependency on one another, Hawpe said. He added that in the past, the people had to rely on other family members for all their needs.

The third characteristic Hawpe mentioned is the practice of "frontier justice." This is the belief that when someone commits a crime, it is not a question of whether or not he did it, but whether or not it was right for him to do so.

Hawpe cited the example of a wife shooting her husband because he was fooling around on her. "Mountain people say she will never have to spend a day in jail," he said.

Hawpe reminded the group that a reporter has the guidelines of accuracy and fairness to follow when doing a story.

"You have to get past the outer aspects and into the depths of people," Hawpe said. "I hope you will be vigilant and try to get past the easy questions. Don't fall into the traps," he added.

Cake College:

Not always a 'piece of cake' for Western journalism professor

Debbie Dickey forgot the idea of a convenient, bought-in-the store cake when she enrolled in college to learn the art of cake decorating.

An assistant professor of journalism, Miss Dickey said she enrolled in cake college last

summer after reading about the class in the school newspaper.

"I loved to bake when I was a child. I was always baking," she said, "but now I know how to make them fancy."

The eight-week cake baking class, which was taught by

Betty Woods at Folkcrafts, met for two hours one night a week.

During each session, the students were taught how to make and frost different cakes ranging from the southern belle and pink elephant cakes to the

traditional wedding cake.

Although baking fancy cakes is fun, it's no easy trick, according to Miss Dickey. After a full day of teaching she said she sometimes stays up until midnight baking cakes. "Some people say I moonlight as a teacher and that I'm really a baker," Miss Dickey said.

As for the cake she enjoys baking the most, Miss Dickey said it is hard to say. "But my favorite was the pink elephant cake," she said. "The wedding cake was the most difficult. It took about four hours just to frost it."

Even though Miss Dickey sells some of the cakes she bakes, she said she makes little profit "considering the time, expense and effort put into it."

"I figure I make about five cents on the cakes I sell," she said.

Miss Dickey, who took both the elementary and advanced cake baking course, said there were no tests or diplomas upon completion of the classes. "The best part of the class is you get to eat your homework," she said.

During a session of cake college, Debbie Dickey learns how to frost a cake. She said frosting assignments ranged from a southern belle cake to a wedding cake (the most difficult).



Hooks finds FCC like 'kissing gorilla'

Dealing with the Federal Communications Commission (FCC) is "somewhat akin to kissing a gorilla; it can be done, but it must be done on the gorilla's terms."

FCC commissioner, Benjamin F. Hooks, used the analogy to jokingly illustrate the range of controversy that has confronted the FCC over the years involving everyone from broadcasters to telephone company management.

The first black appointed to the commission, Hooks was the principal speaker for the Kentucky Broadcasters Association (KBA) convention in Lexington.

"People sometimes claim the FCC is hard to get along with,"

Hooks said the FCC is considering a five-year license renewal; however, he is opposed to the change because the people will feel they've "lost two years to put their ideas in there."

He said. "Broadcasters feel we overregulate, cable TV says we're too restrictive, and 'Ma Bell' claims we're putting them out of business."

During his address, Hooks covered a wide range of issues facing the commission including broadcast license renewal, the Fairness Doctrine and the commission's efforts to serve the public while concurrently satisfying private interest groups.

He called the Fairness

Doctrine—which requires broadcasters to present all sides of a controversial issue—not that difficult to uphold.

"If you work for the public interest and don't fight it, you'll be home free," he said. The best way to get along with FCC regulations is to abide by them.

Hooks was one of several speakers who addressed the convention, and another, who generated quite a bit of controversy herself, was Donna Allen, economist and author of "Media Report to Women."

"There's a sleeping giantess out there," she said, "and you never have seen a revolution so strong as when the giantess gets up."

She was referring to the dissatisfaction of women over the broadcast images they are forced to portray, the news coverage they receive and their opportunities for media employment.

Allen cited a survey by a Methodist women's group which showed the broadcast image of a woman as a passive individual whose main concern is admiring her male counterpart.

Allen also chastised the broadcasters for their employment practices.

Twelve students represented Western at the KBA convention, the largest delegation of any Kentucky university.

WKU hosts Press Day

Western's publications office played host to about 350 high school students and advisers from Kentucky, Tennessee and Indiana at its sixth annual Press Day this fall.

The event featured a series of seminars and sessions on newspapers, yearbooks and photography. Special lecturer was Julie Dodd, former newspaper adviser for the Lafayette Times of Lafayette High School in Lexington.

In addition to Miss Dodd, journalism teachers and members of Western's two student publications, the Herald and Talisman, also conducted sessions for the students and advisers.

According to Debbie Dickey, who co-directs the Press Day with David Whitaker, journalism department head, the event served as a guide for high school students in journalism.

"Press Day helps students by giving them specific guidelines for producing award-winning publications," she said. Miss Dickey is an assistant professor in the journalism department.

In the midst of the day-long sessions, a luncheon was held in the Downing University Center for advisers and Western administrators. Copies of the 1976 Talisman were presented to the advisers at the banquet.



Results of the Nov. 2 election are tabulated by one set of student workers. Terry Jones calls results to Don Minton. The results are then

tabulated by Tom Siwicki. A total of 60 students were involved in the election project of Western's SDX chapter.

SDX reports election results

Results of the Nov. 2 election were provided to the National News-Election Service at a faster pace through the efforts of Western's chapter of the Society of Professional Journalists—Sigma Delta Chi.

The group tabulated election results from each of the 48 precincts in Warren County and telephoned the results to the national headquarters in New York City.

The National News-Election Service is a multi-media network that pools the election coverage. Results on all presidential, congressional and gubernatorial races are made available to members of the election service.

According to James Highland, SDX chapter adviser, approximately 60 students were involved in the election process.

Students were sent to each county precinct where they phoned results to local headquarters set up at the educational television facilities in Western's Academic Complex.

The entire process took a total of one hour and 10 minutes. During this time, five calls were made by the local headquarters to report the precinct totals. The national headquarters reciprocated by giving progress reports on how the presidential race was going

in Kentucky.

"Everything was reported in 40 minutes flat, with the exception of two precincts," Highland said. An operator at the national headquarters agreed with the speed of the reporting and said, "The reporters in Bowling Green were really on the ball."

Highland said this project was one of the club's more successful ventures of the year.

According to Highland, the idea of SDX participation originated when Kathy Lumas, Kentucky state manager for the election service, called James Ausenbaugh, a journalism teacher at Western, about reporting the Warren County precinct results.

Ausenbaugh contacted Highland and asked him if SDX would like to undertake the project. The club agreed and in the process earned \$125 for the project.

Highland said the project was worthwhile for the participants. "The students were able to get good experience by going out and covering a precinct. They learned how the election process works," he said.

Most students had had no prior experience on how votes are cast and tabulated, Highland said. "They were also able to interview voters and ask them who they voted for and why," he said.

Student pursues radio internship

An internship with a local radio station has transfixed a mild-mannered journalism major into a roving reporter for one semester.

This fall, Georgia Hiesterman, a senior from Davenport, Iowa, is an intern with WKCT radio in Bowling Green. By pursuing a lead, she was able to get the job.

Miss Hiesterman said she heard of the opening at a meeting of Western's chapter of Sigma Delta Chi. "I was the only one interested, so I decided to look into it," she

said. "Since I'll be graduating in December," she added, "I figure I could use all the experience I can get."

Working independently with the station, Miss Hiesterman said she collects news of campus events, writes stories and calls them into the station. She also takes stories to the station and records material for later use.

"I hope this experience will help in getting a job," she said. "I've really learned a lot about radio in a short time."



Georgia Hiesterman
Local radio intern

'Cancerous'

Disc jockeys claim their radio work like disease

Some people think it would be great fun to be a radio personality or a "television star." But several Western students can attest to the fact that the radio business is not all fun and games.

These students work part-time for local radio station WBGN and constitute 14 of the station's 19 employees.

For these students, getting an education has become a lot more than going to class. It is waking up at 4 a.m. to work the morning shift. It is squeezing enough time out of the day to study, or just relax.

Steve Denton, Henry Royse and Tim England are three of the 14 Western students who are employed at the radio station. They all agree that their lifestyles leave little time for "fooling around."

***"I'm still free
to decide what
goes on the air."***

When asked why he does it, Royse answered, "If I don't work, I just loaf and halfway do what I ought to be doing. But if I can work and go to school, I stay productive."

Denton agreed with his fellow worker and said, "It was hard at first, but now I've gotten into it." He does admit, however, that he occasionally falls asleep in class and that doing so can be "quite embarrassing."

According to Royse, the three go to work at different times. Denton goes to work at 4:30 a.m. and works the 5 a.m. to 9 a.m. shift. Royse, however, goes to work at 4 p.m. and works the 6 p.m. to 10 p.m. shift. England usually arrives at 2 p.m. to prepare for his 3 to 6 shift.

England is the station's general manager while Royse is production manager.

According to Royse, Denton has the "really desirable job at the station." As music director, it's Denton's job to schedule albums to be played for the coming week.

Commenting on Denton's job, Royse jokingly added, "He gets phone calls from Bobby Vinton, while I get calls from Alvin Ford or somebody."

Denton even admits that he gets the "more glamorous duties" of the radio business. Denton said recording studios find it desirable to offer promotional deals for their releases. "But," he added, "I'm still free to decide what goes on the air."

Even with their specific duties, the three also appear on the air as dee-jays. One point that Denton likes to make is to distinguish between the old "dee-jay" title and the newer label of "air personality."

Denton said, "It isn't dee-jay anymore. That title has been replaced with air personality—a more dignified, descriptive term."

Working for the radio station is nothing new for the three students.

Royse began radio work when he was seven years of age. His father, who worked at a small station in Glasgow, made him an engineer at a Russellville vs. Glasgow football game. The younger Royse's job was to give "on the air" cues.

Prior to his work at WBGN, Denton worked for two years at the campus radio station at Tennessee Tech, WTTV. He started in radio work at WIZO, a station in Franklin, Tenn.

England has been at WBGN for over two years and manages to maintain an "A" grade average despite his busy schedule. As for aspirations, England said he hopes some day to teach mass communications at the college level.

Denton said that after college he would like to be the "voice behind all of the commercials we see and hear on television and radio."

After he finishes his college work, Royse said he would also like to stay in the broadcast field. "Maybe I'd like to go into the field of broadcast law," he said.

***... "dee-jay has
been replaced by
air personality."***

The three WBGN employees agree that it's a crazy lifestyle, but is habit forming for those involved.

Denton said it's like a cancer. He added, "Once you've got it, you can't get rid of it."

The other two agreed.



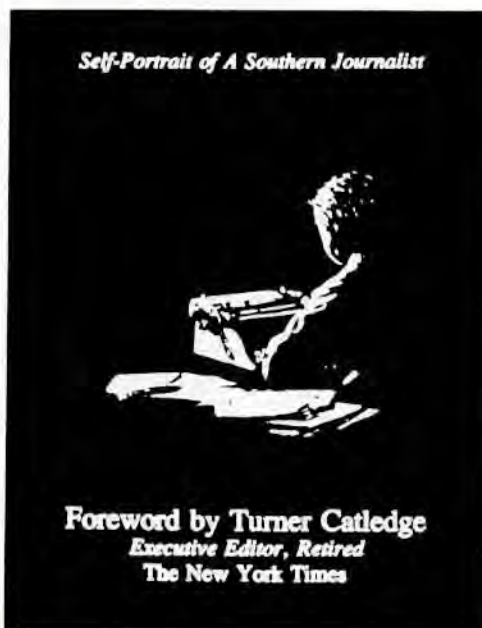
Steve Denton (above) reaches high to select a record album for a radio station giveaway. Denton is music director at the radio station and is a Western student.



Tim England (above) speaks softly to listeners of his afternoon radio show.

Henry Royse (below) reads advertising copy in WBGN's commercial production studio.





A LIFETIME ON DEADLINE:
SELF PORTRAIT OF A
SOUTHERN JOURNALIST, by
George W. Healy, Jr., Pelican
Publishing Co., Gretna, Louisiana,
1976. \$12.50.

A Lifetime on Deadline

Book Review

(Ed. Note—The following is a review by Dr. Paul Ashdown of Western's journalism department on the book, *A LIFETIME ON DEADLINE: SELF PORTRAIT OF A SOUTHERN JOURNALIST*. The book, an autobiography of George W. Healy Jr., tells of a reporter's rise to the editorship of a newspaper and his many experiences along the way. Healy has met many famous people and vividly records his descriptions of them in this book.)

While reporting the catastrophic Good Friday floods in Louisiana in 1927, George Healy caught up with relief director Herbert Hoover long enough to obtain an exclusive interview. But between Healy and the only telephone he could use to call in his story to the New Orleans Times-Picayune was three blocks of water. Good reporters are not deterred by such obstacles, Healy thought, so he stripped, swam the distance and made the call.

Journalists have been writing good autobiographies since Benjamin Franklin, and Healy is no exception. Like Franklin, Healy was usually in the right place at the right time.

There was Ole Miss where, of course, the local postmaster was a peculiar fellow named Faulkner. In New Orleans, there was the excitable governor, Huey Long. In Moscow with Richard Nixon, there was Premier Khrushchev and the kitchen debates.

And so on. Churchill. Oswald, Castro. Johnson. Jim Garrison. The Roosevelts. Kennedy. Healy seems to have met them all while rising to managing editor and later crusading editor-in-chief of the Times-Picayune as it became the surviving newspaper in a once-competitive town.

His characterizations are wonderful. Here's Healy's description of Huey Long:

"I saw and heard him as a flesh-and-blood bundle of nerves, tongue-lashing big corporations on the stump, waving his arms and shouting invective from the hustings, and bullying cowed representatives and senators while striding up and down the aisles of Louisiana's two legislative chambers."

During World War II, Healy was tapped for service as director of the domestic branch of the Office of

War Information, deftly eschewing political censorship and propaganda as pseudo-legitimate functions of that office.

What is most fascinating in addition to the welcome anecdotes, cameos and character vignettes is the author's reflection on the meaning of events. You have to dig for his conclusions, but here's a sampler:

—The basis of Huey Long's power was the Depression itself. With few jobs available to them, politicians became dependent on the Long machine for survival. It was, they said, "Huey or the river." Promising to make every man a king, The Kingfish began living like one while persons to whom he made this promise were, more and more, like subjects of an overlord.

—Richard Nixon, once "a worthy, humble public official," was "corrupted by his own power."

—It is harder for a bureaucrat to file a document as unclassified than to stamp it secret or confidential. The former involves risk. The result is government secrecy.

—Had there been an agency similar to OWI during the Vietnam War, Daniel Ellsberg "would have had no opportunity to purloin so called top secrets and to sell or give them to The New York Times and other newspapers."

—The modern reporter courts special privileges such as shield laws, believing that most people consider him their legitimate surrogate. They don't.

—Reporters, especially television reporters, are becoming less mannerly and less responsible.

—Everything will come out right in the end, "when Americans realize that their country has enough of everything for all," and that they can have a piece of it if they remain free.

Unfortunately, Healy doesn't have much to say about the south as a region. Despite his multi-generational southern background, his view is essentially national and international. He does not seem to have looked homeward in the manner of Bill Moyers, James Agee, Willie Morris or James Dickey and that is a pity, for he has enjoyed an excellent vantage point. On the struggle for civil rights, for example, he is virtually mute.

Perhaps, then, his subtitle is misleading. A southern journalist he certainly was, but a southerner in journalism he became. But that, too, is in the best tradition of a region which has produced an extraordinary number of excellent reporters.

Pelino to edit public relations newsletter

Public relations and journalism are not always viewed as close companions in the area of mass communications, but Dan Pelino thinks the time for a closer working relationship has arrived.

Pelino will have the opportunity to do something about it Jan. 1, 1977, when he takes over as national editor of *Forum*, the quarterly newsletter published by the Public Relations Student Society of America (PRSSA).

Pelino, a Fairport, N.Y., sophomore majoring in public relations and business administration, was elected to the office at the first national PRSSA convention in Dayton, Ohio in October.

"I think there's been enough 'flower talk' in public relations, and it's time to see some good journalism involved," Pelino said.

As editor, he'll be in charge of the

eight-page publication sent to schools across the nation with active PRSSA chapters, and he has made plans for incorporating his concept into the newsletter.

Pelino said he wrote to every chapter in the country, asking them what they want to read in *Forum* and requesting information on chapter activities.

"I want *Forum* to be interesting and informative, not just another piece of junk mail," the editor said.

One of Pelino's first efforts toward this achievement was enlisting the aid of Neil Budde, editor of the *College Heights Herald*. The *Herald* is Western's student newspaper.

"What better place to go for sound journalistic advice than the newspaper editor," Pelino said.

Other changes for the newsletter are also in the making. They include a new layout design and features on chapter

projects across the country.

"The first issue will be about successful fund-raising projects at Ohio State, which I hope can serve as a guide to other chapters," Pelino said.

Pelino said he plans to emphasize membership drives and internships in future issues.

Western's PRSSA chapter will be actively involved in the newsletter production, and the newly established graphics lab will be the center of activity. "We've got great facilities and fantastic people here," Pelino said.

Robert Blann, Western's PRSSA adviser said, "We're pleased and flattered to have Dan elected. It will give further visibility to our growing program."

In terms of overall goals for *Forum*, Pelino said, "I want to ensure professional journalistic quality in public relations."

Drama critic speaks here

"We should regard the arts as a national treasure," said Clive Barnes of the *New York Times* in a lecture on the Western campus.

Barnes, the *Times* drama critic, appeared in a lecture sponsored by the University Lecture Series.

Sometimes referred to as the most influential person on the success of a Broadway show today, Barnes spoke on the problems facing Broadway in his speech, "The Plight of Broadway Today."

In his 60-minute lecture, Barnes cited several problem areas that have caused the downfall of Broadway theatre.

"Broadway is built on the most expensive chunk of rock—Manhattan," Barnes said. According to him, high rent plus high wages caused by theatrical unions have made Broadway shows an entertainment that only the very wealthy can afford.

Barnes said the expense of a Broadway show has caused producers to "play it safe" by duplicating past successes instead of branching out to new forms and experimental shows. The freedom to fail has been taken away from the

producers on Broadway," he said.

The critic said the Broadway theatre is surviving changes in order to fit in the new society in America. "A completely new theater is emerging in response to completely new ways of American life," he said.

Because there are certain things which theater cannot do as well as TV or motion

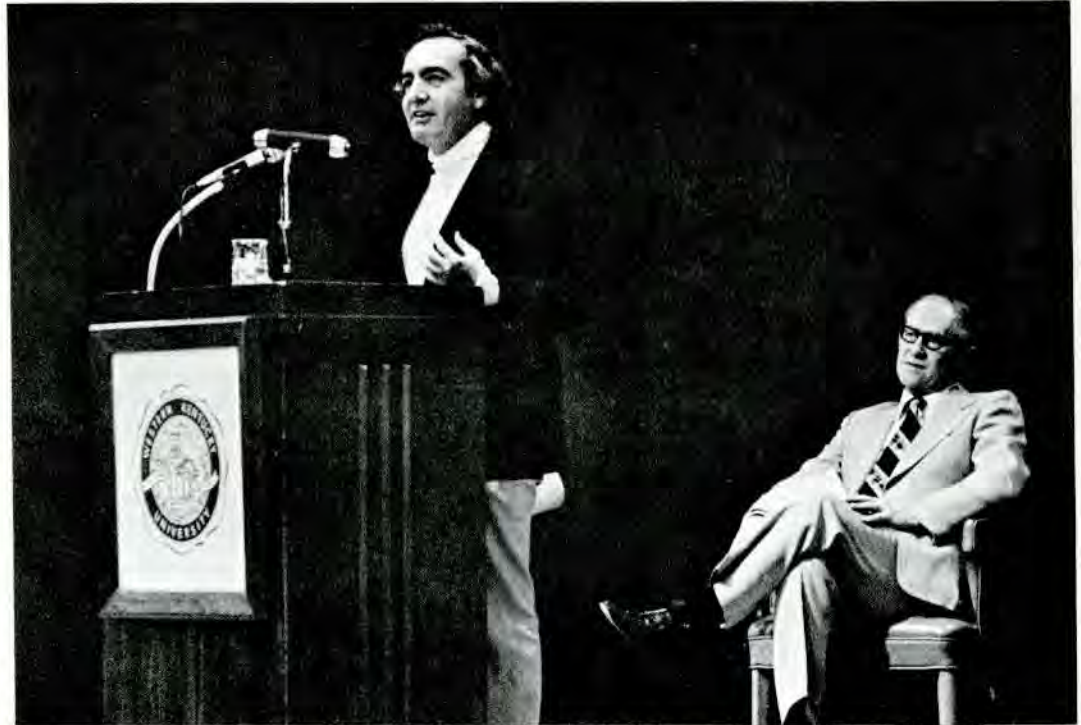
pictures, Barnes said the theater competes by giving people something that don't get in the other media—sex, nudity and obscene language.

In his "support of the arts" conclusion, Barnes asked the audience to please do something to save the theater. "Write a letter to President-elect Carter to do something about it," he said.

The United States gives less

money to the arts than any other country, despite the fact that we are the richest nation in the world," Barnes said. "In America, we believe that those who want the arts should pay for them. This is ridiculous," he said.

"Unless we want a society that gathers around the TV, we must do more," Barnes said. "Without money there will be no stage."



A drama critic for the *New York Times*, Clive Barnes spoke at Western this fall under the auspices of the University Lecture Series. He gave a 60

minute-speech entitled, "The Plight of Broadway Today." Barnes was introduced by David B. Whitaker, journalism department head.

SPJ-SDX initiation fee is raised to \$22.50

(Continued from page 2)

During the national convention, Debbie Gibson, SPJ-SDX chapter president, addressed a workshop on chapter activities, and Professor Highland served as recording secretary for the regional meeting within the national convention.

SPJ-SDX nationally represents the public in its right of access to government information and is dedicated to responsibility in news coverage of events.

The society consists of professional chapters made up of newspaper and broadcast news men and women and of campus chapters of journalism and broadcast news students.

In addition to the award received by the Western chapter, other awards were presented to professional journalists for their services to the profession.

First Amendment awards went to former CBS news correspondent Daniel Schorr, Los Angeles Times reporter Bill Farr and four California newsmen who became known as "The Fresno Four."

The newsmen received awards

for published stories that were based upon confidential sources of information and their refusal to later disclose those sources of information when asked to do so by the court system.

A coalition of Nebraska news media was cited for its efforts in a fight with a Nebraska court which imposed a "gag" order in a murder case. The gag order was appealed, and the U.S. Supreme Court ruled the original trial judge in error.

The Wells Memorial Key, the highest honor to an SPJ-SDX member, went to Hank Rieger, NBC vice president and national convention chairman in 1965 and 1976.

The Distinguished Teaching in Journalism Award was presented to Neale Coople, director of the University of Nebraska School of Journalism.

Elected fellows of the society were syndicated columnist William F. Buckley, Jr.; Charlotte Curtis, associate editor of the New York Times; and Peter Lisagor, Washington bureau chief of the Chicago

Daily News.

In addition, delegates attending the convention voted to raise the dues and initiation fees. Students will pay \$22.50

on initiation which covers their national dues until graduation. Professional members will pay \$30 for initiation and \$20 a year in dues.

WKU to host PR caucus

(Continued from page 1)

said, "I'm pleased our relatively youthful group has surpassed schools that have been teaching public relations for over 50 years."

Blann said the same award was presented two years ago to the University of Georgia, one of the more prestigious schools in public relations and advertising.

The award was presented to Collins by Jay Rockey, president of the professional Public Relations Society of America. The only other national award presented at the convention went to San Diego State University for chapter development.

"This award brings a lot of honor to our local chapter and distinguishes it as one of the most active in the nation," Collins said.

During the Dayton convention, Western also won a bid for the annual East Central district spring caucus to be held March 24 and 25. One of nine national districts, the East

Central is the largest in the nation.

By having the district meeting at Western, the local chapter will be host to about 100 students from Indiana, Michigan and Ohio. During the caucus, PRSSA students will plan educational seminars, present ideas on chapter functions and conduct district business.

Collins said that while he and Michael Thomas are co-chairman of the caucus, the entire PRSSA chapter at Western would be involved. "Our chapter will have to plan and implement the entire project from start to finish," he said.

The third honor accorded Western came when Dan Pelino, a sophomore public relations major, was elected national editor of a newsletter published by PRSSA.

Talisman is 'Trendsetter'

For the third consecutive year, the Talisman has won the Trendsetter award, the highest recognition given to yearbooks.

The Columbia Scholastic Press Association (CSPA) made the announcement at its fall convention in New York City. On hand at the banquet held in the Biltmore Hotel when the award was announced were Donna Buckles, editor of the '77 Talisman and Connie Holman, managing editor.

This marks the third time the Western yearbook has received the award in the four times it has been given. CSPA first gave the award in 1972.

Roger Loewen, Talisman adviser, said the book was also named a medalist (among the top 10 yearbooks in the nation) for the sixth straight year.

The 1976 Talisman was the only college yearbook to receive the Trendsetter award.

It was also presented to two high school yearbooks, one from Roanoke, Va. and the other from Austin, Texas.

Judging the '76 book was Jim Paschal, an associate professor of journalism at Oklahoma University. He awarded the Talisman 982 points of a possible 1,000.

Jim and Tom Siwicki, seniors from Paris, were co-editors of the book. Jim is a journalism major while Tom has a double major in business administration and journalism.

Tom said the work on the book ultimately paid off, despite the long delay in receiving the books. "We were discouraged with the long delay, but we were glad when the books finally arrived," he said. (The books were originally scheduled to arrive at the first of May but arrived at the end of September).

The Fourth Estate

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